



FOR IMMEDIATE RELEASE

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**PABLO CENTER LIMITS SEASON 3 SALES TO LIVE PERFORMANCES
SCHEDULED AFTER JANUARY 1, 2021**

Pablo Center continues to prioritize the health and safety of Patrons, Artists, and Staff

[Eau Claire, WI, July 8, 2020] Following the direction of public health officials, data from our peer organizations, Members, and Patrons, the Member presale and public sale of Season 3's live performances will be limited to events scheduled after January 1, 2021.

For Season 3 events scheduled in the months of October, November, and December, performances will be evaluated a month before the scheduled performance date. If the health data and the Eau Claire Health Department indicate it is safe to proceed, tickets will go on sale with a one-week Member-exclusive on-sale followed by a three-week general public on-sale for each event.

This is a data-driven decision that is not taken lightly. Since the beginning of this crisis, Pablo Center's staff heavily involved themselves in taskforces through the National Independent Venues Association (NIVA) to create evaluation tools for reopening as well as to determine health and safety operational procedures. They also took direction from peer institutions' and industry leaders' choices to cancel programming until 2021 including institutions such as The Broadway League. Internal surveys of ticket-holders and Members also reflected that this is the right choice, not only for Pablo Center but for the community.

Alternative options such as lowering venue capacities for performances and staggered seating were considered. While some peer organizations can operate with these revised presentation techniques, for Pablo Center, the business model does not make this a safe or fiscally feasible option. The average event at Pablo Center becomes viable after 75% capacity is reached. This makes hosting large in-person events with physical-distancing requirements financially irresponsible.

While in-person performances remain delayed, Pablo Center vigorously expanded programming and virtual options. They are now streaming live concerts and continue to refine and expand virtual programming, including this year's Virtual Gala, which will be August 13. They have also launched in-person summer robotics and coding programming for middle and high school children with social distancing and increased cleaning. Due to popularity and demand, plans to expand upon the six currently offered summer sessions are underway. Additionally, free tickets continue to be reserved for low to moderate income families. Special events programming also relaunched in compliance with health department recommendations on occupancy. These efforts and offerings continue to expand and grow as Pablo Center finds opportunities to support the future of arts in the region.

Independent venues are forecasted to lose up to \$8.9 billion of revenue nationally through the end of 2020. This translates to a huge hit for the local, regional, and national economy as well as an existential threat to Pablo Center. For those interested in supporting Pablo Center, please consider a donation or membership, both of which are available on their website www.pablocenter.org.



About Pablo Center at the Confluence

Pablo Center operates in support of a mission that is focused on developing and augmenting endless opportunities for people of all ages and backgrounds to experience the performing, literary, and visual arts.

Inside our doors, guests can experience two internationally-recognizable performance spaces; the 1,204-seat RCU Theatre and the innovative 400-seat Jamf Theatre. These spaces allow us to showcase the endless possibilities of the arts in a facility capable of providing transformative experiences and creative opportunities. The Pablo Center experience and mission is enhanced by our support spaces: three rehearsal, dance and community rooms; three visual arts galleries; a sound and lighting lab; university classroom spaces; a state-of-the-art recording studio; and workforce/vocational training spaces. While our building makes Pablo Center unique, it is our community - Patrons, Members, business partners, constituent groups and local artists - who make us remarkable.

For more information, please contact Stephanie LaBair, Marketing and Communications Manager at Pablo Center at the Confluence, at 412-855-7209 or by emailing stephanie@pablocenter.org.